Media Language Media representations

Choice of Model

Model is Georgina Bevan - up and coming actress and model.

Heavy make-up, styled hair, pearl and diamond jewellery, ornate clothing - reinforces Tatler's image as a magazine for the wealthy.

Model is very slim - reinforcing industry preferred body ideals.

Model is looking direct to camera - appearing to look at the reader.

Effects

Image has been digitally altered to reinforce the ideal image that the magazine is portraying. There is clear airbrushing of her features to make her look flawless and she is wearing coloured contact lenses to accentuate her eyes.

Tatler is a Conde Nast publication.

75% female audience

Circulation - 79000

Average age: 45

Figures below taken from Tatler press pack:

Average House Hold Income: £261,572

Founded in 1901 - so prestigious and long running

96% of Tatler readers users own designer fashion

60% of audience reside in London or the South East

Context:

Main Image

Dominates the page Close up of glamorous young female aspirational to the target audience. The image is framed by the text around it.

Coverlines run vertically along the left and right hand side of this publication giving readers an insight into the content.

Most invited 2018 gives the audience a hint that there will be gossip in high society anchored by "and who's at the bottom)

The cover star has an interview inside where the assumption is that the reader will get tips on how to replicate her style.

"Sloanes" is the nickname for the group of up and coming wealthy young people from Chelsea's the targets audience.

Coverlines

relating to their interests (presumption of gossip is

Sloane Square. This story feeds into the interests of

MY CLOTHES FELL OFF! Who is at the top of Which is fine because everyone's party all you need are the guest list (and who's new accessories at the bottom...) MEET **GEORGINA** BEVAN WITH HIS ARISTO SHE LOOKS GOOD IN PEARLS (YES, REALLY) MILLENNIAL SLOANES Their habits **GAP YEAR** codes and YOU WON'T mating practices SLEEP MUCH

Note there is no bar code or pricing on the front of this cover. Could be because the target audience does not deem cost as a priority when making small purchases.

Masthead

Centered in a prominent location. Font is recognisable as Tatler's font. Colour changes to suit the theme of the publication and also the season.

E.g. This edition is April's monthly spring is reinforced with pinks and greens.

Coverlines

Coverlines run vertically along the left and right hand side of this publication giving readers an insight into the content.

"Oops all my clothes fell off!" is a tongue in cheek, provocative tone, indicating that the accessories inside will be alluring and will attract possible suitors.

OOPS, ALL

BUDDIES

THE ONE

MONTH

James Corden is a well known household name so will attract an audience. His name is in bold; ensuring prominence on the page. There is an element of mocking in the "yes really" which gives the impression that James Corden is of a lower social class than the target audience and there is an acknowledgment of him as being "new money".

A gap-year is traditionally seen as a stereotypical activity for young upper middle and upper class school and college leavers. This shows a clear use of a topic that will engage the target audience (see context). "You won't sleep but it will be fun," hints at a hedonistic lifestyle and again is slightly provocative in tone.

Main Coverline

Anchors the main image. Model is presented as "The New Posh". Implication that she follows the "rules for the 21st century" and therefore she is an aspirational figure.